

# Individuality...



**Viki Kashé**  
Fort Worth, Texas  
More Smoker  
Maverick Horse Trainer

Viki's a cowgirl with  
real horse sense who's  
at home on the range.

## ...With More

the distinctively long,  
slow-burning, satisfying,  
brown cigarette.



# You be You.

That's what makes you More.



The distinctively long,  
slow-burning, satisfying,  
brown cigarette.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

# You be You.



## That's what makes you More.

Source: <https://www.industrydocuments.ucsf.edu/docs/yngy0000>

and remember, you be you, that's what makes you More.

**More Smoker**  
**Rockin' Riverboat Captain**  
His boat serves as his home as well as his stage.



More Cigarettes proudly introduces our first annual Uniquely More Awards. We're looking for some of the most unique More smokers in the country. Are you one? Read the instructions below and tell us what makes you Uniquely More.

## How do I Enter?

Simply fill out the information card with your name, birthdate, address, etc. and follow these instructions: Submit a photo no larger than 4" x 6" of your hobby or talent with a short story (40 to 250 words) on a piece of regular 8 1/2" x 11" paper, and enclose them in the envelope provided. We've already taken care of the postage. You may only enter once, and in one category.

The categories are as follows:

- Most Unique Hobby or Collection  
Do you draw, paint, build, sing? Maybe you have an unusual collection. Show us and tell us.
- Most Unique Organization or Club  
...In a club, group or organization that is out of the ordinary? We want to know about you and this group.
- Most Unique Personal Accomplishment  
We all celebrate milestones. Like goals that were out of reach and doors we've opened. Tell us about your unique accomplishment.

there will be one Grand Prize winner in each category. A total of 100 First Prize winners, 100 Second Prize winners, 100 Third Prize winners, 100 Fourth Prize winners, 100 Fifth Prize winners, 100 Sixth Prize winners, 100 Seventh Prize winners, 100 Eighth Prize winners, 100 Ninth Prize winners, 100 Tenth Prize winners, 100 Eleventh Prize winners, 100 Twelfth Prize winners, 100 Thirteenth Prize winners, 100 Fourteenth Prize winners, 100 Fifteenth Prize winners, 100 Sixteenth Prize winners, 100 Seventeenth Prize winners, 100 Eighteenth Prize winners, 100 Nineteenth Prize winners, 100 Twentieth Prize winners, 100 Twenty-first Prize winners, 100 Twenty-second Prize winners, 100 Twenty-third Prize winners, 100 Twenty-fourth Prize winners, 100 Twenty-fifth Prize winners, 100 Twenty-sixth Prize winners, 100 Twenty-seventh Prize winners, 100 Twenty-eighth Prize winners, 100 Twenty-ninth Prize winners, 100 Thirtieth Prize winners, 100 Thirty-first Prize winners, 100 Thirty-second Prize winners, 100 Thirty-third Prize winners, 100 Thirty-fourth Prize winners, 100 Thirty-fifth Prize winners, 100 Thirty-sixth Prize winners, 100 Thirty-seventh Prize winners, 100 Thirty-eighth Prize winners, 100 Thirty-ninth Prize winners, 100 Fortieth Prize winners, 100 Forty-first Prize winners, 100 Forty-second Prize winners, 100 Forty-third Prize winners, 100 Forty-fourth Prize winners, 100 Forty-fifth Prize winners, 100 Forty-sixth Prize winners, 100 Forty-seventh Prize winners, 100 Forty-eighth Prize winners, 100 Forty-ninth Prize winners, 100 Fiftieth Prize winners, 100 Fifty-first Prize winners, 100 Fifty-second Prize winners, 100 Fifty-third Prize winners, 100 Fifty-fourth Prize winners, 100 Fifty-fifth Prize winners, 100 Fifty-sixth Prize winners, 100 Fifty-seventh Prize winners, 100 Fifty-eighth Prize winners, 100 Fifty-ninth Prize winners, 100 Sixtieth Prize winners, 100 Sixty-first Prize winners, 100 Sixty-second Prize winners, 100 Sixty-third Prize winners, 100 Sixty-fourth Prize winners, 100 Sixty-fifth Prize winners, 100 Sixty-sixth Prize winners, 100 Sixty-seventh Prize winners, 100 Sixty-eighth Prize winners, 100 Sixty-ninth Prize winners, 100 Seventieth Prize winners, 100 Seventy-first Prize winners, 100 Seventy-second Prize winners, 100 Seventy-third Prize winners, 100 Seventy-fourth Prize winners, 100 Seventy-fifth Prize winners, 100 Seventy-sixth Prize winners, 100 Seventy-seventh Prize winners, 100 Seventy-eighth Prize winners, 100 Seventy-ninth Prize winners, 100 Eightieth Prize winners, 100 Eighty-first Prize winners, 100 Eighty-second Prize winners, 100 Eighty-third Prize winners, 100 Eighty-fourth Prize winners, 100 Eighty-fifth Prize winners, 100 Eighty-sixth Prize winners, 100 Eighty-seventh Prize winners, 100 Eighty-eighth Prize winners, 100 Eighty-ninth Prize winners, 100 Ninetieth Prize winners, 100 Ninety-first Prize winners, 100 Ninety-second Prize winners, 100 Ninety-third Prize winners, 100 Ninety-fourth Prize winners, 100 Ninety-fifth Prize winners, 100 Ninety-sixth Prize winners, 100 Ninety-seventh Prize winners, 100 Ninety-eighth Prize winners, 100 Ninety-ninth Prize winners, 100 One hundredth Prize winners.

# What's Up with Lipstick?

**Grand Prize Winners:** Win a free, Unique More Weekend trip to the choice in the US valued at no more than \$2,500!

**First Prize Winners:** Will win one Free Carton of More Cigarettes a month for one year. All winners have a chance to appear in future More advertising.

All competitors must have their entries postmarked by 7/15/96. So, celebrate your individuality today. Fill out the form, drop your story and picture into the envelope provided and send us your entry.

51847 7730

# More More

# CHILD

Fuller Cigarettes

## Official Contest Rules

You must be a **single**, 21 years of age or older to enter. Make sure to include your full name and return address on your entry.

[illegible]

2. *Environ. Sci. Technol.* 1991, 25, 1029. Only 10% of the 1000 samples analyzed were found to be contaminated.

[illegible]

6. Contract limited to residents of the 50 United States who are 18 years of age or older at the time of entry.

[illegible][illegible]

9. By claiming a Grand Prize, winners agree that U.S. parent and the joining organization and their respective officers, directors and employees and agents shall have no liability for any injuries, losses, damages or any kind, (including death), resulting from acceptance and participation in or use of any prize.

10. For advance copies of the Affidavit of Eligibility/Admission or Eligibility/Admission Acceptance forms or the names of the prizes winners, (available after 1/20/94) send a self-addressed, stamped envelope to: PVI Box 5611, Roseland, ME, 05068-5601. Indicate Prizes/Admission or Winners List as applicable on the outside of the envelope.

MANUFACTURER COUPON | EXPIRES 09/30/96

**\$200  
OFF**

**A CARTON OR 4 PACKS**  
(any style)



51847 7731

**That's What Makes You More**

MANUFACTURER COUPON EXPIRES 09/30/96

**\$2.00  
OFF**

**A CARTON OR  
4 PACHS**  
(any style)



904705590 62887

**That's What Makes You More**

**TERMS OF COUPON OFFER**

**CONSUMER:** This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. Void when used in combination with any other promotional offer.

**LIMIT ONE COUPON PER CONSUMER AND TO SMOKERS 21 YEARS OF AGE OR OLDER.**

**RETAILER:** R.J. Reynolds Tobacco Company will reimburse you the face value of this coupon, 8¢ handling, and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: Coupon Redemption Center, P.O. Box 19999, Nogales, AZ 85602-9999.



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Thank You  
For Being  
More!

Official Entry Information

1996  
Uniquely More Awards

Have a talent?  
Know a craft?  
Got a hobby?

We want to know!



PO Box 3200  
Winston-Salem, NC 27102

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO 20 NORWOOD MN

POSTAGE WILL BE PAID BY ADDRESSEE

**More Awards**

YOUNG AMERICA CORPORATION  
PO BOX 5817  
NORWOOD MN 55583-9900

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



Good Luck  
in the  
Competition!

## Celebrate Your Individuality

### 1996 Uniquely More Awards

We're proud and excited to present the 1996 Uniquely More Awards and look forward to your entry. Please follow the instructions so that your entry can be processed as soon as we receive it.

Please fill out the information card below, cut out and place it into the envelope at right, along with your story on an 8 1/2" x 11" piece of paper with a photo of your skill, hobby, craft, collection, etc. (no larger than 4" x 6"). Afterwards, please check off the appropriate box on the outside of the envelope, marking off which category you're entering in. Remember, you may only enter in one category.

Good luck and you be you, that's what makes you More.

Please cut out and mail

**Official Contest Entry Form**

Print Name: \_\_\_\_\_  
(first) (middle initial) (last)

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

What is your usual style of More cigarettes as it appears on your pack?  
Prize winners may be notified by phone. Please be sure to include your phone number above.  
**RESPONSE WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE.**

What is your birthdate? (required) (month) / (day) / (year) Today's date? (month) / (day) / (year)

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail.  
I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) \_\_\_\_\_  
(first) (middle initial) (last)

Please check the category you are entering in

☐ Most Unique Mode of Transportation ☐ Most Unique Hobby or Collection ☐ Most Unique Personal Accomplishment

☐ Most Unique Occupation ☐ Most Unique Organization or Club

Entries must be postmarked by 7/15/96

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**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

## Which Category Makes You Uniquely More?

- ☐ Most Unique Mode of Transportation
- ☐ Most Unique Occupation
- ☐ Most Unique Hobby or Collection
- ☐ Most Unique Organization or Club
- ☐ Most Unique Personal Accomplishment

Celebrate Your Individuality  
with More.

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